

J.J. MURPHY, ICMA-CM

E-Mail: J.J.Murphy31@gmail.com

30 Reliance Drive ■ Wilkes-Barre, Pennsylvania 18702

Phone: 570.822.8787 • Mobile: 570.762.7246

CITY MANAGER

EXECUTIVE PROFILE

- 9 years of successful experience in all facets of municipal executive management. Highly self-motivated and goals oriented, with proven, effective leadership skills. Thrives under pressure, professional and courteous in dealing with the public, with an emphasis on innovation, quality and delivery of service.
- 15 years of comprehensive experience in staff training, supervision, and operations management, including full responsibility for team leadership, assessment of organizational structures, workforce planning.
- Skilled in conceptual problem-solving in matters related to finance, budgets, revenue management, municipal planning, economic development, team building, and effective communications with City Council, technical staff and department heads to improve efficiency and build public trust.
- Consistently recognized by local community leaders and colleagues for cross-discipline talents in needs analysis and establishing many successful public-private partnerships.

AREAS OF EXPERTISE

Time Management	Creating Public/Private Partnerships	Negotiation & Interpersonal Skills
Leadership & Teambuilding	Budget Control & Implementation	Operations Management

PROFESSIONAL BACKGROUND

GOALS CONSULTING, LLC

PRESIDENT & CEO

2010-PRESENT

Utilized government experience to assist public, non-profits and private sectors:

- Consulted for the local Chamber of Commerce to help foster economic development initiatives
 - Efforts lead to a \$16M project to restore the local YMCA
- Despite poor economy, assisted two clients in procuring grants in excess of \$5M combined
 - One project was a public/private partnership that enabled a land trust to secure 150 acres of green space
- Lectured and advised over 50 communities throughout the United States in developing a strategic plan to deploy municipal surveillance systems
- Provided webinar on municipal surveillance and the economic development benefits of cameras; labeled as an expert in the field by a national security trade magazine

CITY OF WILKES-BARRE, PA

CITY ADMINISTRATOR

2004-2010

Skillfully maneuvered municipality through financial recovery during:

- Administration of January 2004 inherited unpaid bills of \$10.1M along with several stalled economic development projects, collapsing infrastructure and an existing yearly budget shortfall of \$4.2M
- Implementation of a five-year recovery plan, which led the city from the brink of bankruptcy without a bond rating to being the 3rd highest rated ("A") city in the Commonwealth of Pennsylvania with a audited financial turnaround of \$57M from 2003-2009, as well as savings of \$1.5M over four years through offering retirement incentive
 - This rating helped the city save over \$300,000 on their last bond issue alone.

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- Management of \$45M annual operating budget, \$80M in capital assets, and lead more than 300 employees
- Revenues in 2003 stood at \$34.3M and city ended the year with a negative \$4.2 fund balance, in 2009, net revenues were \$55.9M and the fund balance was \$15.1M
 - Michael P. Taylor of S&P stated “The outlook is...based on our expectations that City management’s demonstrated actions toward returning the City to structurally sound budgeting practices will continue to have a positive effect on the City’s overall financial profile.”

Committed to developing new avenues to generate revenue for economic development initiatives as a result of:

- Coordination of over \$150M in new economic development over the last seven years within the city
- Marketed building and settled sale terms while releasing \$14M of financial obligations of Wilkes-Barre’s Call Center, which was listed as the Mayor’s #1 goal of 2004 and 2005
- Spearheaded efforts to lead Wilkes-Barre from one of the least technologically advanced communities in Pennsylvania into one of the most advanced in the United States with little cost to the municipality
- Settlement of multiple public/private partnerships in technology, security and economic development delivering tangible benefits to Wilkes-Barre and the surrounding community
- Created the vision, obtained the grant funding and was the project manager for a citywide camera initiative which deployed more than 250 cameras and helped transform the perception of the downtown and the public parks
- Execution of effective leadership and facilitator on numerous economic development projects, enabling projects to be executed successfully. New pro-business climate resulted in 53 new businesses opening in Wilkes-Barre since 2004
- Fostered the rehabilitation of the Coal Street Complex into a state-of-the-art mixed-use \$15M recreational project that added a commercial component to the project who privately invests \$2.1M over the term of the lease
 - Project cost the general fund zero dollars. It finances itself and will actually make the city money

Many of these successes in economic development were a result of our success in obtaining grant funding for the multitude of capital projects that will help continue the growth in our tax base.

Recognized for being the labor negotiator who delivered tangible results which include:

- Fire Union contract; served as the lead negotiator for the first and only, to date, paid firefighters in the Commonwealth of Pennsylvania to be in agreement on 10 percent co-pay for health insurance
 - Now all four city unions pay a healthcare premium
- Implementation of labor/management quarterly discussions, which successfully prevented future grievances and costs related issues; utilized team approach to discuss the labor-management agreements
- Fostering a positive working relationship with all union leaders that settled resolution of many grievances

DEPUTY CITY ADMINISTRATOR

2002-2003

Developed and established stronger communication systems to improve the city in the post 9/11 phase by:

- Utilizing extensive background gained in emergency management to formulate a new emergency operations plan for the city composed of more than 120 pages of Standard Operating Procedures in compliance with Pennsylvania Emergency Management Agency standards
 - Efforts help lead to Wilkes-Barre receiving a FEMA Community Rating System rating of Level 7 which saved taxpayers approximately 15% on their flood insurance premiums
- Functioning as a key representative of the city responsible for fostering proper coordination between the local colleges, chamber, business communities and Wilkes-Barre city government

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OTHER EXPERIENCE

2000-Present	Watch Supervisor , Air Force Rescue Coordination Center -Tyndall AFB, VA
1997-Present	United States Air Force Officer , United States Air Force (Rank – Major)
2008	Director (Personnel Recovery Coordination Center), Combined Joint Task Force -Horn of Africa (Djibouti, Africa)
1998-2000	Vandenberg Air Force Base Spokesman , Public Affairs Office -Vandenberg AFB, CA
1997-1998	Recruiter , University of Notre Dame, IN (Minority Recruitment Program)
1996-1997	Special Assistant of the Mayor , Wilkes-Barre, PA
1994-1995	Legal Assistant , Department of State -Harrisburg, PA

CREDENTIALS

Education	Master of Public Administration, Focus in Criminal Justice , Marywood University, Scranton, PA: 1998 <i>Alpha Phi Sigma; National Criminal Justice Honor Society</i> Bachelor of Arts in Political Science , King's College, Wilkes-Barre, PA: 1993
Affiliations	Member , International City/County Management Association, Credentialed Manager Founder, President & CEO , GOALS Foundation: 2001-Present Board of Directors , Wilkes-Barre YMCA Member , American Society of Public Administrators Member , Civic and Veteran Organizations
Professional Development	Graduate , Air Command and Staff College: 2009 Graduate , Squadron Officer School (In residence): 2004 Graduate , Joint Combat Search and Rescue Coordinator's Course: 2002 Graduate , Air Force Inland Search and Rescue Course: 2001 Graduate , Defense Information School: 1998 - Air Force Recruiter Training: 1997 Fellowship Graduate , Center for Progressive Leadership 2005 NIMS, FEMA 100,200,700 & Defense Support of Civil Authorities Level 1 Courses Completed
Awards	Meritorious Service Medal : 2012 Joint Service Commendation Medal : 2008 Air Force Commendation Medal : 2000, 2002 and 2003 Joint Service Achievement Medal : 2010 Air Force Achievement Medal : 1998 National Service Defense Medal Global War on Terrorism Expeditionary Medal Global War on Terrorism Service Medal Humanitarian Service Medal : 2010 Military Outstanding Volunteer Service Medal : 2004 Armed Forces Reserve Medal with 2 'M' Devices Volunteer of the Year (Director of Operations), Air Combat Command (ACC): 2001 King's College Leo Award for Community Service: 2005